

### **IN THE CLAIMS**

Please amend the claims as follows:

- 1.-7. (Canceled)
8. (Currently Amended) A method for providing a search query implemented in a computer-readable medium and to execute on a computer, comprising:
  - providing, by the computer, an Application Programming Interface (API) for receiving a search constraint and a control field identifier;
  - providing, by the computer, a search generating module interfaced to the API for automatically generating a search query from the search constraint, the search constraint defines an operand and an operator for the search query being generated and ~~wherein~~ the control field identifier defines a control field of a data store from which search results obtained from executing the search query are to be filtered via a join and the control field identifier is separate and apart from the search constraint; and
  - executing the search query to produce records from the data store, the records representing the search results that satisfy the search constraint and the search results are initially over inclusive, the records are then filtered using a control field value assigned to the control field identifier by joining those records from the search results that have identical values as that which is assigned to the control field value to reduce the search results by producing second records, each second record having control field values for the control field identifier that are identical, the search query modified to include a filter that performs the filtering on the records to produce the second records.
9. (Previously Presented) The method of claim 8 further comprising providing, by the computer, a command option within the API to manually execute the search query.
10. (Previously Presented) The method of claim 9 further comprising presenting, by the computer, the records when the command option is selected.

11. (Original) The method of claim 8 wherein the providing of the search generating module further includes interfacing the API to the search generating module over a network.
12. (Original) The method of claim 8 wherein the providing the API further includes interfacing the API to one or more automated applications.
13. (Previously Presented) The method of claim 8 further comprising interfacing, by the computer, the records automatically after the search query is executed to a marketing campaign module.
14. (Previously Presented) The method of claim 8 further comprising generating, by the computer, hierarchies from portions of the records when the search query is executed, wherein each hierarchy represents an aspect of the search constraint.
15. (Currently Amended) A computer implemented search query generation system, comprising:
  - a search query interface implemented in a computer-readable medium and to execute on a computer; and
  - a search generating module implemented in a computer-readable medium and to execute on the computer;
  - the search query interface is operable to receive a search constraint and a control field identifier, and the search generating module generates a search query by using the search constraint to return records of a data store that satisfy the search constraint, and the search constraint defines a search operand and a search operator and the control field identifier defines a control field of the data store against which search results for the search query are filtered, the search results initially returns records that are over inclusive in terms of information, and the control field identifier is separate and apart from the search constraint, and the control field identifier defines a particular field in the data store that is used as a search filter on the over inclusive records of the search results, the search

filter is a join that is performed against the over inclusive records of the search results to obtain second ~~these~~ records from the records of the search results, the second records having an identical ~~a same~~ value as that which is assigned to the control field identifier.

16. (Original) The search query generation system of claim 15 wherein the search query interface includes a Graphical User Interface (GUI) application for receiving the search constraint and the control field identifier and an Application Programming Interface (API) that interfaces the GUI application to the search generating module.

17. (Original) The search query generation system of claim 15 wherein the search generating module automatically executes the search query and presents the records to the search query interface.

18. (Original) The search query generation system of claim 15 wherein the search generating module executes the search query and presents the records to the search query interface when instructed to do so by the search query interface.

19. (Original) The search query generation system of claim 18 wherein the search query interface assembles and links the records after the search query is executed into logically related hierarchies and presents the hierarchies within the search query interface.

20. (Original) The search query generation system of claim 19 wherein the hierarchies are linked to fields in the data store and can be activated from the search query interface to present different views of the hierarchies.

21. (Currently Amended) A computer-implemented search query generation system comprising:

a data store implemented in a computer-readable medium and accessible via a computer;  
and

a search generating module implemented in a computer-readable medium that generates a search query, the search generating module also executes on the computer;

the search generating module uses a search constraint and a control field identifier to construct the search query and a search filter on search results returned from executing the search query, the search results initially return over inclusive records, and the search query when executed returns the over inclusive records from the data store that satisfy the search constraint, and the search constraint defines at least a search operator and a search operand and the control field identifier defines a control field in the data store against which the over inclusive records of the search results for the search query are filtered and the control field identifier is separate and apart from the search constraint, and the control field identifier defines a particular field in the data store that is used as the search filter on the over inclusive records of the search results, the search filter performs a join against the over inclusive records of the search results to obtain ~~just~~ those second records having an identical ~~a same~~ value as that which is assigned to the control field identifier.

22. (Original) The search query generation system of claim 21 wherein the system is interfaced to a customer segmentation module.

23. (Original) The search query generation system of claim 21 wherein the system is used to generate a travel customer segmentation population based on a marketing campaign's search constraint representing an instance of the search constraint and wherein the control field identifier is a trip identifier.

24. (Original) The search query generation system of claim 23 wherein the marketing campaign's search constraint includes at least one of a hotel stay constraint, a rental car constraint, a destination constraint, and a layover constraint.